

THE STRATHMORE STANDARD

VOL. XXXI—NO. 6—

Strathmore, Alberta, December 14th, 1939

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GIFT Suggestions

HOCKEY EQUIPMENT
RAZORS
GIFT BOXES, CUTLERY, PYREX
SILVERWARE
WAGONS SLEIGHS
NOMA LIGHT SETS
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LOOK OVER OUR STOCK ●●●
**NO TROUBLE TO
SHOW GOODS**



Strathmore Hardware

"The Store of Quality and Service."
M. A. RELLINGER, PHONE 54

Pot Pourri

A bird bills the self-same song,
With never a fault in its flow,
That we listened here those long
Long years ago.

A pleasing marvel is it—
A strain of such rapturous note
Should have gone on till now
Unchanged in a note!

—But it's not the self-same bird—
So, perished to dust is he—
As also are those who heard
That song with me.
(The Self-same Song—By Thomas
Hardy).

VALLEY GARDENS

Mr. and Mrs. Frank Harriman and
Mr. and Mrs. Hickey were guests at the
home of Mr. and Mrs. Stoddley.

Mr. and Mrs. Kinney were visitors to
Calgary on Sunday of the week and re-
turned with a new Chevrolet car. They
were accompanied by Mr. and Mrs.
Morgan.

Mrs. C. C. Stonaker was returned
home after a prolonged stay in Cal-
gary. Her daughters are attending
school there. Roseleen at
Normal School and Betty May at
Crecent Heights.

Mr. Dave Mooney has been a guest
of Mr. and Mrs. Jansen for the past
two weeks.

Mrs. Walker, who is spending the
winter in Calgary, had the misfortune
to fall and hurt her arm recently.

Mr. Julius Ludwig was married re-
cently. His bride is a sister of Mrs.
Harriman. The residents of Valley Gar-
dens extend to them hearty congrat-
ulations and best wishes for their fu-
ture happiness.

Mrs. Hazel Stoddley who has been
visiting near Husar for the past two
weeks, as the guest of Mrs. Kathleen
Harriman, has returned home.

Mr. and Mrs. Morgan entertained
friends from Calgary at dinner on
Sunday last. Mr. and Mrs. Joel and
family were also present.

WAR TIME REFLECTIONS

(BY TIM LONGBOOTHAM)

"Armed provocation by Finns," Stal-
in's excuse for invading little Finland,
shows that Jew like a greater regard
for fiction than the truth.

His actions also reveal that the im-
perialism which he used to denounce
has been incorporated with his own
political doctrines.

Such double dyed hypocrisy sets
well on the shoulders of the individual
who employs living squads to wipe
out those who differ with him.

It was very nice of a German profes-
sor to tell his audience that the
Scotch are nice folks, and that the
Jews make up all the jokes told about
them. Now that important matter has
been settled, the next thing we want
to know is this—Where do all the
size cracks about ten Jews come
from?

The youthful member of a German
Uboat who was recaptured after es-
caping from a British concentration
camp offered the oldest and best ex-
cuse of all. He said this "homeliness"
had driven him to make the break.

The same feeling to "loose" inspired
2 Canadians to make 2 attempts to
leave a camp in central Germany in
1917.

A basket of brussels sprouts was
served in a Valley Gardens vege-
table patch today. It's most neces-
sary to have a record for this part of
the country.

An effort is being made to secure a
piano for the schoolroom. One can
be obtained on condition that the com-
munity raise the money to pay for it.
If music is to be a part of the training
of our children, a piano is a necessity.

Can anyone solve the following puzzle?
To 5 and 5 and 45
The first of letters add.

Tell name a thing that killed a
king
And made a wise man mad.

— TRAIN SCHEDULE —

Strathmore—
Going West No. 1 8:57 p.m.
Going East No. 2 8:02 a.m.
Calgary—
Going East No. 4 8:08 p.m.
Going West No. 3 8:52 a.m.

The third effort brought them many
hazards, and they celebrated their
last and successful effort in a manner
which was very amusing to the people
of a quiet village in Holland. In their
glee the gamut and ragged Canucks
did a cake walk down the main street
and made the alleys ring with whoops
of triumph.

....
Air raid warrens in large English
cities have lots of fun when they make
their evening rounds.

Shut out in many instances from
their favorite movie houses, the gals
and their boy friends make for the
nearest underground shelter, where
they do their billing and cooing with-
out the fear of having the courtship
interrupted by the arrival of a bomb.

....
Trust the young folks to overcome
difficulties.

....
Mussolini has just released about
one third of his armed men for work
in the fields and factories.

The French command has also dis-
missed the senior classes of the army,
and it is said that many Germans of
the Westwall force are being granted
extended leaves of absence.

....
Such unwelcome measures doubtless
cause many people to wonder, but
there are satisfactory explanations.
Italy's neutrality is bringing her a
large volume of new traffic and partial
demobilization will prove beneficial in
a number of ways.

....
Both France and Germany have
more men than they can use on their
restricted fronts under present condi-
tions, hence the release of a number.

....
The sinking of an armoured liner by
one of the German pocket battleships
again revealed the deadly nature of
naval warfare when a ship is out-
gunned by its opponent.

....
Except for a score of men who sur-
vived the disaster, the fairly large
crew found no mercy after about 40
minutes of mortal combat.

....
The projectiles from the 4 guns of
the British ship weighed about 800 lbs.
per salvo, while a full blast from the
battleship was at least 3 times greater.
Notwithstanding all the odds against
them the British tars fought to the
very end and he ship went down with
the stations manned and the colours
flying gallantly from the uppermost spar.

....
While this fulfillment of a brave
tradition must have caused many

Used Cars

- 1939 FORD DELUXE SEDAN—
With Heater and Radio, (Small Mileage)
- 1938 FORD DE LUXE COACH—
With Heater.
- 1937 FORD COACH—
With Heater and Defroster.
- 1936 FORD COACH—
- 1935 FORD DE LUXE SEDAN—
- 1934 FORD DE LUXE SEDAN—
- 1934 FORD COACH—

Used Trucks

- 1938 CHEVROLET 3 4 TO 1 TON TRUCK
- 1938 INTERNATIONAL 1-2 TON TRUCK
- 1936 FORD 1 2 TON TRUCK
- 1934 FORD 2 TON TRUCK (Long Wheelbase)
- 1932 FORD 1 1 2 TON TRUCK (Short W/Base)



HUGHES MOTORS

STRATHMORE, ALTA.

Years to be shed by sweethearts, and to stand fast when dangers threaten
mothers, it will also inspire many men to overwhelm them.

MEN'S WEAR GIFT Suggestions

**LOOK OVER OUR STOCK :: IT HAS NEVER BEEN
MORE COMPLETE :: ALL NEW AND UP-TO-DATE**

● A NEW LOT OF CURRIE

MUFFLERS— at 95c to \$2.95

DRESS AND DRIVING GLOVES—

Lined and Unlined—
Peccary Hog, Cape, Napa Tan, Shades of
Brown and Grey, also Black—
Priced \$1.45, \$1.65, \$1.95 and \$2.50

ZIPPER SLIPPERS—

The Newest \$2.45

ROMEO SLIPPERS—

PRICED AT \$2.45 and \$3.45

ALL WOOL BEDROOM SLIPPERS—

Fancy Patterns, Plain, \$1.00, \$1.25, \$1.45

● FUR-LINED GAUNTLETS AND

DRIVING MITTS \$1.95 and \$2.50

HANDKERCHIEFS—

All Neatly Boxed, by Currie—
2 for...25c— 3 for...50c— 3 for...1.00

HOLEPROOF, FOLSON AND HARVEY

WOODS HOSIERY—

Xmas Boxed 35c, 50c, 75c and \$1.00

A SPECIAL LINE OF IMPORTED

STEWART HOSIERY, 75c, \$1.00, \$1.50

GARTERLESS AUTOGRAPH HOSIERY—

Priced at 50c, 75c and \$1.00

SHIRTS—SPECIALLY BOXED—

Collar Attached or with two Separate
Collars, Plain White or Blue and in Dark
and Medium, Patterns or Stripes—
Priced at \$1.65 to \$3.00
BOYS— at \$1.00

MEN'S and BOYS' SWEATER COATS—

Heather Mixtures and Combination
Colors, BOYS— \$1.95 and \$2.95

BOYS ZIPPER NECK SWEATERS—

Blue, Sand, Brown, at \$1.25

BOYS and MEN'S HOCKEY HOSE—

Combination of Colors at \$1.00 and \$1.65

● A SPECIAL SCOUT BELT FOR

BOYS, WITH KNIFE, SPECIALLY

BOXED, AT \$1.00



THOS. E. WRIGHT

MEN'S BETTER WEAR



MEN'S CHRISTMAS TIES—

In Gift Boxes, by Currie,
Priced at 50c, 75c, \$1.00 & \$1.50

COMBINATION TIE AND HANK—

Plain Colors, Something New, in Dandy
Gift Box at 35c and \$1.00

MEN'S HICKOK BRACES—

In the Newest Styles, Beautifully
Boxed \$1.00

Other Makes for Men and Boys' also

Boxed at 50c and 75c

BELT BUCKLES AND LEATHERS—

In New Style Gift Boxes, Mostly by
Hickok 50c and \$1.00

CURRIE SPATS—

Dome Fasteners \$1.00 and \$2.50

● B. V. D. PAJAMAS—

Fine Broadcloths and English
Flannel at \$1.50 to \$3.50

● DRESSING GOWNS—

From \$2.95 to \$12.50

Star Essay Writers

SENIOR GROUP JUNIOR GROUP

FIRST PRIZE **SECOND PRIZE** **THIRD PRIZE** **THIRD PRIZE** **SECOND PRIZE** **FIRST PRIZE**

BRIGHT LIGHTS ON A DARK HORIZON **"IT IS A STRANGE WORLD MY MASTERS"** **BRIGHT LIGHTS ON A DARK HORIZON** **ADVANTAGES OF CANADA AS A HOME FOR MAN** **ADVANTAGES OF CANADA AS A HOME FOR MAN** **ADVANTAGES OF CANADA AS A HOME FOR MAN**

Annie McGregor, Strathmore Jerome Hansen, Strathmore Ray Gordon, Strathmore Shirley Ross Horton, Glenrose School Joan Stimm, Glenrose School Irene Trent, Cairnhill

With the dark cloud of War threatening all nations and peoples in all walks of life, one turns gratefully to the "bright lights on a dark horizon." The lights may be difficult to distinguish through the murky gloom but they burn with a steadfastness which is amazing in view of the factors tending to extinguish them today.

The light that is shining and has shone down through the centuries with the greatest brilliancy is that of the people of all denominations set aside certain periods of each week to kneel in devout prayer in worship of the One Man who has made us all—no matter what our color, creed or race—brothers. It is true that war is again taking its toll, and bitter enemy has once more reared its head, but it is also true that the peoples of the world have a prayer in their hearts that peace—the peace of the Prince of Peace—will be restored to the world, that a brotherhood of friendliness and good fellowship will prevail among all nations.

Between the United States of America and Canada exists a friendship that has not existed before between two nations. These two "cousins" of the New World have fought a torch against which no element can prevail. If a spark from this torch could ignite a mutual relationship among the nations of the old World, surely a light would be formed which would outlast all history with its brilliancy.

This however, is not the only example of the "bright lights on a dark horizon" for their parents of the Old World. Within the boundaries of each of these nations five people of varied color, race and culture, yet a tapestry has been woven so strongly and so harmoniously that no storm no matter how strong—can prevail against it. Each person forms a thread, and while he is not crushed by the state, he is strongly interwoven with his neighbors. A force for "Good Country" and democracy is such a strong force that no onslaught of the Dictatorship can so much as break one thread of the tapestry! Surely such a light can give one hope through the gloom.

This year a King and Queen visited Canada and the United States. By their serenity, charm and human qualities George and Elizabeth, both, kindled a glow in the hearts of not only their Canadian subjects but also in the hearts of our neighbors to the south—the American people, which has extended round the globe, challenging all nations. This light must be kept kindled and burning with such a brilliant glow that it will quench it in the years to come!

One of our lights is becoming dimmer and is flickering as each day passes—the League of Nations. The world is not ready for a League," you say. However we must not judge it too harshly for it is still in its infancy and we must hope that it will be "growing pains" through which it now passes. The League has striven eagerly against tremendous odds to preserve peace. Surely we must recognize it to make its glow so brilliant that it will spread over all the universe.

We must however put all our efforts towards keeping the greatest light—Christianity—burning for it is from this light that the sparks which have ignited the others now pierce the gloom. So let us continue to burn our frankincense and myrror with a fervent prayer in our hearts that this light will be kept glowing brightly and your light so shine before men that they may see your good works and glorify your Father which is in heaven.

Blessed are the peace-makers for they shall be called the children of God.

Many times every day when we are thinking of this or that, we think: "What a strange old world this is!" Today we realize at war. Here on the other side of the earth it does not mean much to us. But to thousands, it has meant loss of life or homes.

Why are we doing it? Why does man throw so much difference into a thing that makes so little difference while there are so many millions of the poor, there are millions of the hungry, but do they understand or write, who have too little to eat, often are not warm enough and they often are sick they live or die as chance decides.

Several times man has risen from barbarism to unbelievable heights only to fall again.

In Egypt, a great civilization rose along the Nile. Here the nation thrived for a while, then vanished. The same happened in Greece where a civilization rose which in some respects was our own.

Then the Roman Empire rose and fell, why it would not be so strange if they did not go forward but it is strange that they should go back and lose what they had gained.

Now, two thousand years later, in the dark again a thousand years in the past, they are coming back to the same place as they were in the past.

Man can travel across the water, over the hills, or through the air, but he is still a creature of the earth. He is still a creature of the earth. He is still a creature of the earth.

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We find that this world has its dark ages and its bright ones. At the present time it is passing through the dark ages, but do they understand or write, who have too little to eat, often are not warm enough and they often are sick they live or die as chance decides.

The majority of people have some reason for this astounding situation, but most of their reason are feeble. They place the blame upon the "isms" of the world, the failure of the Treaty of Versailles or the League of Nations, but do they understand or write, who have too little to eat, often are not warm enough and they often are sick they live or die as chance decides.

Many of our fellowmen object to the "Communist" play of Russia, but do we not have to admit that Russia has progressed faster than any other country of the world since the latter part of the nineteenth century?

There is much talk that the League of Nations has failed, but may I pause to ask a few questions of my fellowmen? Have we not failed?

Did not the League of Nations form an International Labour Union which has helped you and me and everyone else in the world to get on their feet? Has it not helped to produce a satisfied peace attitude throughout the world?

At this moment we are plunged in the midst of a new war, the worst since the world's worst enemy. We have earnestly tried to prevent it but it has proven to be too great a task for us.

Let us not let this new war be the result of our failure to prevent the last war. Let us not let this new war be the result of our failure to prevent the last war.

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As a committee for reading and judging these essays, we find much to commend but the best of these essays had to be corrected and rearranged before publishing is evidence of a carelessness that could have been avoided. We also regret that there were not more schools taking part. Nevertheless we wish to congratulate not only the winners but all who took part in the contest. A Merry Christmas to you all.

V. M. GILBERT
G. W. LANG
T. SCHULTE

IN APPRECIATION

The Standard wishes to express sincere appreciation to the gentleman who acted as judge in our Essay Contest. Notwithstanding the fact that they are all busy men, they accepted the challenge and gave us a most interesting and valuable report.

Our thanks to Rev. M. T. Gilbert, Rev. G. W. Lang and Mr. T. Schulte.

—THE STANDARD

A FEW OBSERVATIONS ON A VISIT TO QUEBEC

BY T. SCHULTE

After thirty years' residence in Western Canada, the opportunity was given me this fall to visit the Province of Quebec for the first time. What I had read and heard, both favorable and otherwise, about the ancient Province of Quebec, had intrigued my interest.

Montreal does not impress the visitor as being vastly different from any other great cosmopolitan centre, and the Province of Quebec for the first time. What I had read and heard, both favorable and otherwise, about the ancient Province of Quebec, had intrigued my interest.

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Since you say you wouldn't want to live in Canada permanently, I will give you some of the advantages. In Western Canada there are millions of miles of wheat land, which you say is high priced, while the wheat is low. Since the war, prices will go up, therefore everyone will receive profit for their labour. Much of the surplus wheat is sold to the United States, and you say it is high priced, while the wheat is low. Since the war, prices will go up, therefore everyone will receive profit for their labour. Much of the surplus wheat is sold to the United States, and you say it is high priced, while the wheat is low.

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Merry Christmas GIFTS - GALORE

AT
PATTESON'S
Rexall Drug Store
PHONE 49

"Ha, ha! Ho, ho, ho!"
"Why the laugh?"
"I just put a woman into a room!"

with a thousand lads and now mar-
ror."

King Edward

GRILL

EXTENDS SEASON'S
GREETINGS TO ALL

MARCUS PYCK — Strathmore, Alberta

Yuletide Greetings

And Very Best Wishes for a Bright And
Prosperous New Year.

T. M. WEARS, Barrister Strathmore

A MERRY CHRISTMAS!

Merry Christmas to each one
From early morn 'til set of sun.
Merry Christmas to you all,
Whether you are big or small.

Whether you are young or old,
With greens and mistletoe and holly
I must wish you all again—
It's a happy old refrain.

May your Christmas be so jolly,
With greens and mistletoe and holly
With presents and a lot of cheer
And a following happy year.

Merry Christmas to each one
From early morn 'til set of sun.
Merry Christmas to you all,
Whether you are big or small.

—Mary Graham Bonner

MUSICAL AND DRAMATIC FESTIVAL

The Secretary would appreciate
hearing from all teachers of schools
which intend to take part in the Festi-
val in May. Up to late only four
schools have been heard from. Atten-
tion to this will greatly facilitate the
organization of the Festival. Pro-
grammes have been sent out, if you

WHEAT, THE WAR, & THE MARKET

(Pioneer Grain Co. Ltd., Winnipeg)

So far the war is principally one of
blockade and counter-blockade. Brit-
ain and France by virtue of their over-
whelming naval superiority, have
been able to sweep German shipping
from the high seas and except for im-
ports through neighboring neutral
countries which escape Allied scrut-
iny, have cut Germany off from access
to overseas supplies. German counter
measures consist of "commerce at-
tacks" against British and neutral ship-
ping and, more recently, indiscrimi-
nate sowing of mines in British coastal
waters which in one week accounted
for some thirty ships of British and
neutral registry. The Allies in return
are carrying the blockade of Germany
a step further by endeavoring to in-
tercept and stop German exports to
overseas countries in this way depriv-
ing Germany of much needed foreign
exchange.

How the grain trade of the world
will be affected by these measures is
not yet clear. As pointed out in pre-
vious letters, German imports of
wheat had declined to such low levels
in recent years that total blockade of
that country would produce little
change in the currents of trade. Actu-
ally, of course, Germany is still get-
ting grain from Rumania, countries
and may be able to work out a deal
with Russia. It is interesting to note
that German reports are claiming a
carryover of wheat and rye sufficient
for eight months human consumption
apart from the crop just harvested.
Although this information is unques-
tionably released for propaganda purposes
the facts are substantially corroborated
by pre-war information from re-
liable sources. Bread is one of the few
foods not yet rationed in Germany.

Since October 18 the British govern-
ment has been an active buyer of Cana-
dian wheat. Acceptances of export-
ers' offers have been ample, it is
true, but the total during the past
five week period is probably not far
short of 50 million bushels including flour.

haven't had one, write the Secretary,
S. L. Crothers. Please Co-operate.

A NEW VERSION— A LA HITLER

IT'S THAT MAN AGAIN

They had to come! Some war was
now written "The Ten Command-
ments" of Adolf Hitler, addressed "to
the inhabitants of the world, the sea,
the air, the heavens the constella-
tions, etc. ad lib."

Among those suitable for family
reading are the following:—
"Thou shalt not have any other God
but me, even if thou art of the mas-
culine gender."

"Thou shalt not breathe, exist, live,
be, speak, appear or disappear, un-
less thou has asked my permission to
do so."

"Thou shalt not under any circum-
stances fail to extend thy right hand
and "Heil Hitler" at all times, asleep
or awake, drunk or sober, dead or
alive."

"Thou shalt not expect me to keep
any pacts, agreements or promises
made by me any time as I claim sole
world rights to please myself and will
prosecute with my Goetzop anyone
who dares to imitate me."

"Thou shalt not throw any brick-bats
or bombs at me, even if they are dis-
guised as flowers."

"Thou shalt not eat, drink, or wear
anything that is good for thee. Every-
thing must be substituted. Double
chins are verboten."

"Thou shalt not trust thy neighbor,
even if it only be thine own reflection
in the mirror, or thy shadow on the
floor."

"Thou shalt not use any infanty
have not practised until I have had
the low down to see if it is down low
enough to reach me."

"Thou shalt at all times remember
that I am the great I AM."

COMING EVENTS

Assessment Cards sent by members
of St. Michael's Church are requested
to hand them in as soon as possible,
either to Mrs. Chas. Kelling or Mrs.
Oliver Wright.

There will be a lady at Lambert's

Ladies Golf Club Bridge Party

The annual bridge party sponsored
by the Ladies Golf Club last Wednes-
day brought out the usual large num-
ber of players, with the scores now up
now down, resulting in the following
being the lucky prize winners. High
scores Mrs. Percy Wright and C. E.
Nicholl, with Jane Julian and B. Pea-
senden being awarded a consolation.
Following refreshments Leonard
Van Tighem presented the following
Golf prizes.

Men's Gross Score Cup— Fred
Holmes.
Ladies Gross Score Cup—
First Flight— M. L. Marcum.
Second Flight— Mrs. B. Peasenden.

Mixed Poursome—
Mrs. T. S. Hughes, J. Freeman.
Hidden Hole—
First Flight— M. L. Marcum.
Second Flight— Mrs. N. White.

One Club—
First Flight— Mrs. M. May.
Second Flight— Mrs. B. Peasenden.
Penalty Competition—
First Flight— Mrs. T. S. Hughes.
Second Flight— Mrs. N. White.

Handicap—
First Flight— Mrs. B. Peasenden.
Second Flight— Mrs. M. May.
Medal— Mrs. N. White.

Runner up— Mrs. B. Peasenden.
Qualifying Round— Mrs. F. Holmes.
Men's Championship Cup—
Blair Field.

Ladies Championship Cup—
M. L. Marcum.
Runner up— Mrs. J. V. Tighem.
The draw for the turkey was won
by Mayor Hughes who expressed his
thanks for the assurance of now hav-
ing a turkey for Christmas.

COMING EVENTS (continued)

Drug Store each Saturday from 3 to 5
p.m. to give out Red Cross Supplies.

Barbor & Craddock

TO EVERYONE A MERRY CHRISTMAS
AND A HAPPY NEW YEAR
STRATHMORE ALBERTA

We Wish You A Merry Christmas and A Happy New Year



GE AIRFLOW CLEANER

One of the most efficient cleaners ever
built. Has all the tools for every
cleaning in the home.



NEW 1940 G-E REFRIGERATORS •
Never before has so many worthwhile features
been available in a refrigerator. If its value you
want, be sure to see the G-E Refrigerator.



Our Toy and Gift
Selection Is Complete
No Advance In Prices



Look Them Over Before You Buy

C. C. M. Hockey Outfits & Supplies

RADIOS

General
Electric

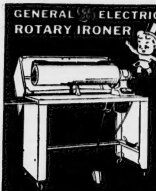


Stromberg
Carlson



NEW G-E RADIO
Model H4B—It's New! And at a new low price.
4-Tube battery operated, gives marvelous re-
ception. Complete with Batteries.

EVEREADY SUPER LAVERBILT BATTERIES



G-E ROTARY IRONER

Who wouldn't want an ironer like this. Will fin-
ish every piece of your wash just as if you ironed
it by hand.



G-E WASHERS

Does all the hard work of washing. Saves too, on
laundry bills.

Crown Lumber Co. Ltd.

PHONE 26—STRATHMORE, ALBERTA

British-American Oil Co.

EXTEND THE SEASON'S GREETINGS
TO ALL CUSTOMERS AND FRIENDS

Elmer Gray
LOCAL AGENT • PHONE 22r2

STRATHMORE STANDARD

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SUBSCRIPTION PRICE \$2.00 PER YEAR IN CANADA
OUTSIDE CANADA \$2.50 PER YEAR
ALL SUBSCRIPTIONS PAYABLE IN ADVANCE
Member of the Canadian Weekly Newspaper Association.

A CHRISTMAS WISH

Holdings streaming, carolers gleaming,
Lanterns lighted down,
Christmas on the farm and ranches;
Christmas in the town;
Christmas on the mountain ridges;
Christmas on the sea;
May your Christmas Day be merry
Wherever you be.

CHRISTMAS IN WAR TIME

Celebration and Commemoration of
Christmas with a major war in progress,
seems somewhat at variance. It
would appear for the moment that the
Light of the Star of Bethlehem has
been overshadowed by that of Mars.
These thoughts are however transitory
for we know that Christ's Teachings
will ultimately prevail. During
this war time it was necessary
for Him to drive the money-changers
out of the Temple—and later Christ
Himself said—"And I, if I be lifted
up, will draw all men unto me."
That statement has yet to be fulfilled.

The Temple of the World is now
largely controlled by the money-changers
of greed, avarice, rivalry, indifference,
intolerance, war, and "man's
inhumanity to man."
Too many are indifferent or living
in a sort of smug indifference to the
needs of the human race as a whole.
Despite these dark clouds however,
there are many bright rays that point
to the growing brightness and power
of the Star of Bethlehem.

Given this war is not being waged
with as utter a disregard for human
life, as have previous wars.
And ten thousand of Christ—When
saw ye me as hungry and fed me
not—made, and ye clothed me not
and in prison, and ye visited me
not etc., is much more widely heeded
today than in past years.
Citizens—Warriors—Politicians—
Statesmen, are frequently stating
their conviction that the hope for the
peace of the world, and a condition of
justice and equity for all can come
only when the Teachings of Christ be
come universally practiced.

It is the duty of every individual to
do his or her utmost to help bring about
this condition. A world wherein
Christ could happily dwell.

It is a work which will require
fortitude, but so supremely worthy
that mankind in accomplishing will
have achieved a stage lifting him to
very high levels.
Come my friends,
Tis not too late to seek a never
ending world,
Push off and, sitting well in order,
smile
The sounding furrows; for my purpose
holds
To sail beyond the sunset and the
baths
Of all the western stars until I die.
To arrive, to seek, to find, and not to
yield.
—Alfred Tennyson

BRIGHT

Young Alex (watching painter);
How many coats of paint do you give
a door?
Painter—Two, my boy.
Young Alex (brightly)—Then if you
gave it three coats it would be an
overcoat.
Painter—Yes, my lad, and a waste
coat.

Article Depicts

Possibilities Of
New Wheat Uses
Read National Geographic
Issue for November
Pages 601-640

National Geographic Magazine
Silk dresses, silk hose, silk drapes,
made from silk milk, is from coal;
and water are now readily evolved
from patent and preserving evolved
work on the part of scientists.
These silks are credited with being
much more durable than silk from
the silk worm.

Research work is being carried on
to find new uses for wheat, as was
published in an article in a recent issue
of the Standard.
Article Depicts Possibilities
Of New Wheat Uses.

Anyone interested in seeing beautiful
ladies clothed in dresses made
from skin milk and shirley limbs
covered with stockings made from
coal, air and water; auto-mobile bodies
made from plastics derived from soy
beans and wood; and many other
wonders of scientific research may do so
by calling at the Strathmore Standard
Office. We have just received from
the National Geographic Magazine, containing
an illustrated article dealing
with the latest discoveries of science.
The Line Elevator Company, through
the North-West Grain Dealers'
Association, are advocating the
establishment of a Western Division
of the National Research Council. In
this laboratory, scientists would seek
to find new industrial uses for wheat
in order to expand the markets for
this cereal. They contend that winter
markets would mean a better price
for the farmer. After observing the
progress made in finding new uses for
soya beans, corn and other products of
the land, depicted in the National
Geographic, one cannot but feel that
the imminent discovery of many new
early action, meeting up a wheat
research laboratory in this West.

This magazine is sent us by the
North-West Grain Dealers' Association,
Winnipeg. Pages 601-640 deal in
interesting detail on the subject. It is
a marvelous story of man's inventive
genius, which should be read by all
who wish to keep in touch with new
developments in the field of Research.

AWAKES NOBLEST TRAITS

Yuletide Season: A Joyous Tonic For
Careworn World
Come winds of the North, from the
land of snow and ice, blow the horns
and ring the bells. Speed the wings
of Christmas. Christmas is needed
everywhere. It takes the magic of
Christmas time to chase the drab
and gloom to brighter colors and joy.
Christmas is a fine old tonic. It re-
juvenates the earth; brings the
pleasures of youth to all mankind. It

Christmas Suggestions

FOR GOOD VALUES IN TOYS &
USEFUL ARTICLES SEE OUR
15c AND 25c TABLE.

NUTS—NEW AND FRESH—
MIXED, NO PEANUTS.

CANDY—
Mixed Xmas Ribbon Candy, lb. 15c
Wildards Chocolates, 5 lb. box \$1.29
CHOCOLATES, per lb. 30c
Real French Creams, per lb. 35c
Christmas Chews, per lb. 30c
Special Prices for Schools—

FRUIT—
ORANGES—JAPS, per box \$1.00
CALIFORNIA ORANGES

Per Dozen 25c, 30c and 35c
Extra Large, per dozen 48c
GRAPE FRUIT—

Texas Pinks, 3 for 25c
● Cauliflower; ● Brussel Sprouts;
● Tomatoes; ● Head Lettuce;

To Arrive December 21st in Time
For Christmas

P. S.—FLOUR SEEMS TO BE
GOOD BUYING TODAY.

NEW SHEER GIRDLE LENGTH
HOSE—up from 85c

LADIES—
LADIES HANDBAGS—\$1.00 UP

BOXED HANDKERCHIEFS—
Splendid Values, from 25c up.

STANFORD PANTIES—
Just Arrived.

COSMETIC SETS—
TOWEL SETS—

BRIDGE SETS—etc.
To suit any fancy.

FOR PARTICULAR GENTLEMEN

DRESS SHIRTS—
In a Variety of Colors.

TIES— from 40c to \$1.00
SMART TWO TONE SWEATERS—
Each \$3.75

COLLEGIATE SUSPENDERS—
Priced at 59c, \$1.00 and \$1.25

SILVER ARM BANDS 75c
COTTON SILK AND WOOL HOSE

In Noticeable Colors and Patterns.

CIGARS, TOBACCO AND
CIGARETTES—

In Christmas Wrappings.

Strathmore Trading Company

A. D. SHRIMPTON, MGR.

STRATHMORE

bring relief to health and peace of
mind and cheer to a wayward
working world. It brings new inspiration
and adds zest to life. It brings the
grace of happiness to the homes
of the poor and the mansions of
the rich. It weaves evergreens into
lands of eternal hope and hangs
them in the homes of men. It comes
with simple pleasures for dreary lives
and hangs a blazing star above the
caverns of despair.

There is no charm like Christmas
to drive out greed and selfishness,
to soften hate and temper malice. It
re-buys the lawless spirit. It brings to
life and action the softest traits of
men. Christmas is the last and richest
gift grace given to the dying year.

Ladies Aid Held

Successful Tea

The Ladies Aid of United Church
are feeling well pleased as a result of
a very successful Tea and Banquet
held in the King Edward Sample
rooms Saturday last.

Almost \$70 was added to the
Treasury as a result.

The following ladies supervised the
various booths. Serving—Mrs. McCre-
ggor and Mrs. Jones; Home Cooking—
Mrs. Nicholl and Mrs. Pierson; Candy
—Mrs. N. White; Cakes—Mrs. Gil-
bert; Tea Room—Mrs. Nelson; Mrs.
Housheer and Mrs. Caldwell with
young girls making efficient wait-
resses.



Bewitching

OUR ENGAGEMENT RINGS
are the finest, and this is
one of our newest; selected from
a collection of lovely
jewels by Birks.

Illustration of ring
enlarged.



Solitaire, 14kt. natural
gold with 18kt. white gold
settings, six shoulder
diamonds \$5.00

Birks
DIAMONDS

● CATALOGUE ON REQUEST ●

HENRY BIRKS & SONS (WESTERN) LTD.
314—8th Ave. West — CALGARY

British Troops Ready to Move on West Wall



British troops ready to move on West Wall. Courtesy Canadian Press.



KING'S BIRTHDAY DECEMBER 14
CANADA SENDS GREETINGS TO HIS
MAJESTY ON HIS BIRTHDAY

Canadian Pacific

WORLD'S GREATEST TRAVEL SYSTEM

British Troops Ready to Move on West Wall



British troops ready to move on West Wall. Courtesy Canadian Press.

NEILSON'S

GIFTS OF FURNITURE
AND HOME FURNISHINGS

YOU ARE CORDIALLY INVITED TO VISIT
OUR STORE WHILE IN CALGARY—TO SEE
AND SELECT GIFTS OF BEAUTY, UTILITY
AND ENDURANCE.

SIX LARGE FLOORS

MODERATE PRICES — CONVENIENT TERMS

The Neilsen Furniture Co. Ltd.

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WINTER EXCURSIONS LOW FARES

to EASTERN CANADA

Tickets on Sale Daily
DEC. 1, 1939 to JAN. 5, 1940
Return Limit 3 Months

Three Classes — Coach — Tourist — Standard

to CENTRAL UNITED STATES

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to FEBRUARY 29, 1940
Return Limit, April 30, 1940

Travel By Train For Comfort And Economy

Full particulars from Local Agent

Canadian Pacific
World's Greatest Travel System

RADIO OPINIONS AND NEWS John N. Hunt PUBLICITY DEPARTMENT C.F.A.C.

CAPTAIN KIDD—

We've waited for this—you've waited for it. It is true—the most thrilling sensation of the air. The sound of switching cutlasses, screeching sabres, exploding pistols; men with earrings and only scars on their faces, dressed in true pirate fashion. Such is the type of show we bring you starting this Monday at 5:45 p.m. in the case of Captain Kidd.

If you are piously, squeamish, or have a weak heart, don't listen to this show. We know it will set chills running up and down your spine and make you shiver; but we are certain it will make you wish you were out on a sailing ship of 30 or sailing the seven seas with Captain Kidd. And, while you're at it, don't forget that little Christmas problem. Captain Kidd will tell you how to solve it.

King George Again Turns To Radio For Christmas Message To Empire—With his Empire at war, King George VI again will extend his Christmas message to the Empire by radio on December 25. The message, second to be delivered by the British ruler since his coronation, will be heard throughout the United States over the Canadian Broadcasting Corporation Network and C.F.A.C. 8 a.m. M. S. T.

THE WANDERER—

Would you believe it? We didn't

either, but our Pianist, Jack Toulson, who entertains us Monday, Wednesday and Friday nights at 6:15 on the Alberta Broadcasting Corporation, a radio of Vancouver, tells us that he has been in London, Paris, the French Riviera, and a great number of European capitals. The way he gets across that piano keyboard leads us to believe that his knowledge is far-reaching. And then, when he is playing a waltz or a Paris Cafe song, or even a good old American dance tune, his mind reaches out to one of these "spots" where he has travelled, and his fingers carry out over the old a fine interpretation of the music.

THE WORLD OF WHEAT

By H. G. L. Strange
Director—"The Crop Training Plan"

"The drought continues us. There on high the hills are parched, the streams are dry.

The drought consumes us. Still I strive,
And will not leave while I survive."

(Chinese poem from the Shi King (Collection of Confucius))
That drought in the large wheat areas of the world is a common experience is revealed by this ancient Chinese poem, the author of which is unknown, but which was written certainly more than 2,000 years ago.

The farmers in the southern areas of our Prairie Provinces have suffered severely from a long series of bad drought years. Most of our farmers did not leave their land, but on the contrary they strove as long as they could survive, just as did that ancient Chinese farmer poet.

And this last year their patience was rewarded, for normal rainfall once again came, bringing with them bountiful harvests of wheat, forage crops and of high quality grain.

This experience has demonstrated to the whole world, in a most dramatic fashion, the remarkable recuperative power of the soil and of the wheat plant, and most particularly the recuperative power of the courageous farmer himself.

...

After several years of heart-breaking drought, this last year good rains once again came over the greater part of our prairies, and so many farmers are now enjoying increased incomes from the generous crops.

The history of the West tells us, however, that sooner or later one or more drought years are in store.

One of the first Ministers of Agriculture in China—the Marshal Hu—over 2,000 years ago, advised the Chinese farmers located in the semi-arid or drought areas of China to put by some money, some seed and feed in the good years, to help them tide over the dry years, which he warned would certainly come again sooner or later.

The Hon. Mr. J. G. Fargue, Minister of Agriculture for Saskatchewan, recently, in almost the same words, gave the same advice to our prairie farmers.

After the severe difficulties imposed upon our farmers by the recent long drought years, this good agricultural advice cannot, of course, be taken by all, but those farmers who can

MRS. JOHN REEVES DIES AT LACOMBE

Death claimed another respected Lacombe last Tuesday when Mrs. Mary Ann Reeves, wife of John Reeves, town blacksmith, died at her home after ailing for some time.

The late Mrs. Reeves suffered a stroke about three years ago and had not been well since. Born at Penrith, Cumberland, England, the deceased was 65 years of age. She lived at Stankas, Lacombe for a number of years, and was married at Penrith in 1886.

With her husband, Mrs. Reeves came to Canada in 1912 and lived in Calgary for five years, when they moved to Strathmore, where they resided for 11 years. They came to Lacombe in 1928. The deceased is survived by one son, one daughter, Mr. Frank Stevens of Red Deer; one son, W. H. Reeves of Penrith, P. C.; two grandchildren, and one sister, living in Penrith, England.

Funeral services were conducted from St. Cyril's Anglican Church Friday afternoon at 2 o'clock, when Rev. W. E. Herbert and Rev. A. D. Currie of Crossfield officiated. The sad rites, pallbearers were Joe Biglands, Joe Rogers, T. F. Roberts, Jack Roberts, Frank Parsons, and J. Atkinson, Carbon.

CHRISTIAN SCIENCE

"Is the Universe, including Man, Evolved by Atomic Force?" will be the subject of the Lesson-Sermon at all Christian Science Churches on Sunday. The Golden Text is Psalm 145:13. One of the Scriptural citations is "Through faith we understand that the things which are seen were not made of things which do appear" (Hebrews 11:3). One of the correlative passages from "Science and Health with Key to the Scriptures" by Mary Baker Eddy, is "The universe, like man, is to be interpreted by Science from its divine Principle God, and then it can be understood; but when explained on the basis of physical sense and represented subject to growth, maturity, and decay, the universe, like man, is, and must continue to be, an enigma."

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Imperial Oil

TAKE THIS OPPORTUNITY OF WISHING
ALL OUR CUSTOMERS AND FRIENDS
A VERY HAPPY CHRISTMAS AND A
PROSPEROUS NEW YEAR

Joe Robison - - Agent
STRATHMORE ALBERTA

Christmas Greetings

WE EXTEND CHRISTMAS
GREETINGS TO ALL OUR
CUSTOMERS AND FRIENDS

THE NEW 1940 CHEVROLET CARS
AND TRUCKS ARE NOW HERE
SEE YOUR LOCAL DEALER—

W. J. WEYERS
CHEVROLET & OLDSMOBILE
STRATHMORE ALBERTA

The New Star Cafe

A MERRY CHRISTMAS TO ALL
Tobacco—Ice Cream—Soft Drinks
LOOK LUM—Proprietor

COAL FROM CONSUMER'S MINE
Delivered Per Ton at \$4.50
We wish all Our Customers and Friends
A VERY MERRY CHRISTMAS
● TRUCKING OF ALL KINDS ●
Cream Road Tuesday and Friday
PHONE 5—Strathmore—NORMAN TAYLOR

KING EDWARD HOTEL

A MERRY CHRISTMAS TO ALL ●●●
PHONE No. 1— John Spiros, Manager

A VERY HAPPY YULETIDE AND
BRIGHT AND PROSPEROUS
NEW YEAR TO ALL
DR. D. C. HAWORTH

A Happy Christmas

WILL BE MADE MORE HAPPY BY SERVING
YOUR GUESTS CHOICE TURKEY
BOUGHT FROM

CARSELAND MEAT MARKET

● FRESH MEATS ALWAYS IN STOCK ●
WE WISH ALL OUR CUSTOMERS & FRIENDS
A VERY HAPPY CHRISTMAS
AND A PROSPEROUS NEW YEAR

H. M. BONITZ Proprietor
PHONE R704 CARSELAND

POSTAL SERVICE MARKS CENTENTRY 1940

FROM THE PEOPLE'S WEEKLY
Next year the world celebrates the
centenary of the most comprehensive
and most completely successful
social enterprise in the history of
mankind. It penetrates into the
wild fastnesses of the Arctic wastes into
the interior of blazing deserts over
mountain and across seas. It is unequalled
by rich and poor. It is the indis-
pensable servant of commerce and so-
ciety. Its coming revolutionized human
relationships; it reformed, of course to
the postal service. We owe the postal
post so much for granted that we
forget the romance connected with it
and most of us are ignorant of the
struggle incident to its inauguration,
that a bare century ago the post was
a luxury of the rich beyond the reach
of the poor. For the universal social
correspondence was practically non-
existent. Then when the post did enter
their lives it did so as a terrible
burden. Daniel O'Connell calculated
that for an Irishman in England to
send a letter home and receive a reply
would cost him one-fourth of his
month's wages. Yes, that was only one
hundred years ago.

To Rowland Hill a native of Kidder-
minster must go the credit for the in-
surrection of the popular post. He
was a secretary of the South Aus-
tralian Colonization Society in London.
He had been a schoolmaster with ad-
vanced ideas of educational reform.
He was an ingenious mechanic and
among other accomplishments invent-
ed a rotary printing press. But the re-
form of the postal system was his
abiding passion. He had known only
too well the burden which it imposed
on the poor. He never forgot how his
mother dreaded the arrival of a letter;
he had been sent out to sell a bun-
dle of rags in order to raise the neces-
sary postage which was not in three
days prepaid. In 1835 Hill began to
devote every moment of his spare time
to the problem. He tried to get into
the London post office in order to ex-
amine the system from the inside. He
was refused. He then set about the
task of assembling material, blue-
books and such, with which to make
an exhaustive study. When he wrote a
pamphlet.

It was probably the most important
pamphlet ever to be written. Briefly
the two chief points of the plan it pro-
posed were—a low uniform rate, and
the payment of postage of course the
official world, and all the "best
brains" of the nation ridiculed the sug-
gestions. Postmaster General Lord
Lichfield declared that of all the wild
and visionary schemes of which he
had ever heard, this was the most ex-
traordinary. To him the idea was sim-
ply preposterous that the Post Office
could carry 480,000,000 letters. He pic-
tured the bursting of its walls: (The
British Post Office now handles over
six billion letters annually.) But not
only was the scheme impracticable but
positively treacherous—and immoral!
The horrified official thought "The
proposed penny post might perhaps be
more justly characterized as 'sedition
made easy'—will clerks only write
to their fathers and mothers? Will not
letters of romance or love, intrigue or
mischief, increase in at least equal
proportions?" His remarkable how sol-
utions vested interests have always
been for the nation's safety and the
masses' morality!

But in spite of opposition of a bitter
sort in the country and in parliament
the growing agitation resulted in
Penny Postage being included in the
budget introduced in the House of
Commons on July 12, 1839. The Old
Guard had not given up the fight

though, and expected the House of
Lords to veto the measure. The Duke
of Wellington, rather surprisingly
caused their disappointment on that
score when he announced that "I stand
though with great reluctance, vote for
the bill and I earnestly recommend
you do likewise." The Duke's having
spoken, a word from him was enough.
The bill passed the Lords without dis-
cussion. But Hill's fight had only begun.
His scheme had to be put into opera-
tion in the face of strenuous opposi-
tion from the very officials who were
intrusted with its success. A post-offi-
ce was grudgingly granted him in the
postmaster's office, but practically all his
predecessors were hostile and put every
obstacle in his path, increasing ex-
penses and otherwise attempting to
make the experiment a failure. But on
December 2, 1839, the first test was
made with a uniform rate of four-
pence. There was a great increase in
the amount of mail sent. Not even Hill
himself could account for it. It was
that fact. In January 10, 1840, the
"Penny Post" was introduced.

There was still something to be done
to make the scheme successful. That
was the introduction of the "bit of
paper covered at the back with a
glutinous wash," which we now know
as a postage stamp, and which makes
the preparation of postage now the
convenient service which gratifies the
globe. Strange, isn't it, that people
like Rowland Hill must always meet
with bitter opposition and even hate
and contumacious when they seek to im-
plement their dreams? And yet not
strange if we'd only stop to think.
There were vested interests one hun-
dred years ago as there are now. And
the reforms which we envision now
will meet the same obstacles as those
which were raised up against the
penny postage and the public school.
But obstacles don't stop reformers.

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story: "The smiling, confident young man
entered a large banking house staff
office. He stepped up to the man-
ager's desk.

"Good day, sir," he greeted. "Has
your firm any call for a highly intelli-
gent college trained man?"
The manager poised a pencil over a
form.

"Your name?"
"Gradwell Lesserman" replied the
jobseeker.
"Experience?"
"Just out of college," admitted the
lad.

"I see," said the manager. "And
what type of position are you seeking?"
"Well," mused the young man, "I
want something in the executive line
A vice-presidency, for example."
The manager put down his pencil.
"I'm really very sorry," he said sar-
castically, "but we already have 12
vice-presidents."

The young man waved a hand.
"Oh, that's all right," he said, happily.
"I'm not superstitious."

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